

IN THE SPECIFICATION:

A substitute specification and abstract is provided herewith to facilitate prosecution of the application. Additionally, a marked reproduction of the original specification and abstract, showing changes effected in the substitute specification and abstract, is submitted herewith.

IN THE CLAIMS:

Please substitute for corresponding pending claims the claims as shown rewritten below with amendments effected therein. Appendix I is attached hereto having marked versions of said claims with amendments indicated by brackets and underlining.

B1

Amended
D1

1. (Twice Amended) A method for detecting customer behavior due to one of projected visual and projected audiovisual messages and for detecting a range of action of the projected messages, wherein in a detection range a number of potential customers is detected in direct sequence, and in that the messages are presented to the potential customers one of visually and audiovisually, and a number of actual buyers of bought products is detected, and the detected numbers of the potential customers, the actual buyers and of the bought products are recorded and correlated.